

#1 in Midlands Household Size — ALEX Intelligence 2026

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White Knoll leads South Carolina's most densely occupied homes — ALEX Intelligence 2026

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THE DATA

2.9

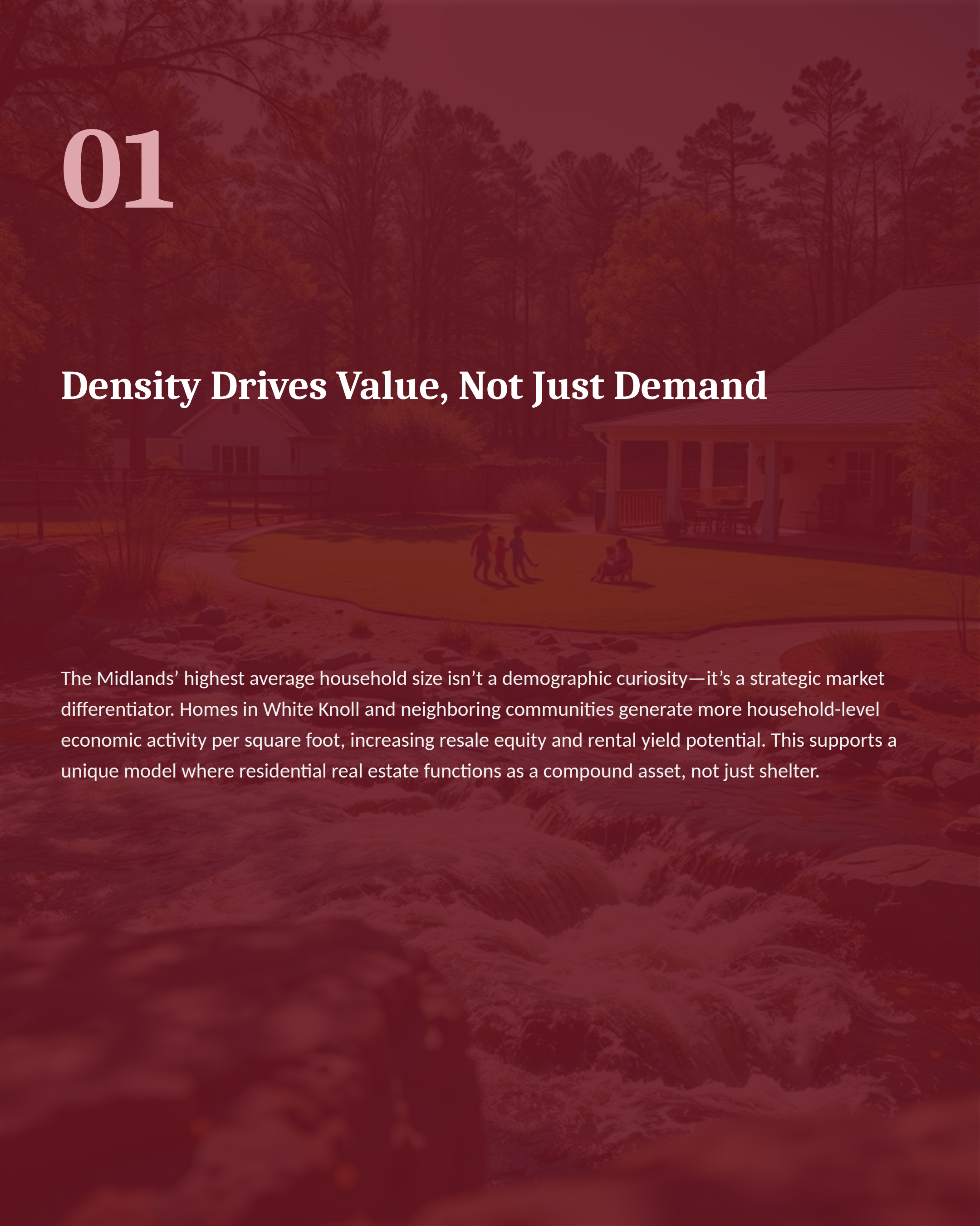
Average Household Size (2024)

White Knoll, Columbia's most densely occupied city, averages 2.9 people per household.

This figure exceeds the national average and underscores a structural advantage in housing efficiency. Larger households mean higher per-unit demand for space, amplifying the economic return on residential investment. It also signals strong community cohesion and long-term residential stability, key indicators for sustainable real estate value.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-05-columbia-sc-household-size-place-mkt>





01

Density Drives Value, Not Just Demand

The Midlands' highest average household size isn't a demographic curiosity—it's a strategic market differentiator. Homes in White Knoll and neighboring communities generate more household-level economic activity per square foot, increasing resale equity and rental yield potential. This supports a unique model where residential real estate functions as a compound asset, not just shelter.



02

Efficiency as a Competitive Moat

In a market where new construction is constrained and inventory tight, higher household density acts as a natural buffer against affordability pressure. With more people per home, the cost per capita for utilities, maintenance, and shared amenities is lower. This creates a self-reinforcing cycle: efficient homes attract larger families, which in turn strengthens neighborhood stability and long-term value retention.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

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